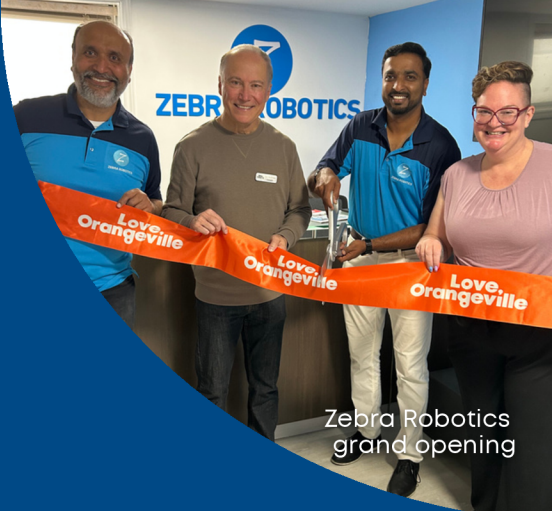


Economic Development and Culture Report 2025



RESILIENT ADAPTION IN UNCERTAIN TIMES

2025 presented Orangeville's business community with continued economic pressures. Trade uncertainty and rising costs required ongoing adaptation, but our local businesses remained resilient. The number of businesses grew by 3% from 2024, matching results in Dufferin County and Ontario and led by small-scale employers and self-employed entrepreneurs. Local jobs were maintained and followed regional and provincial trends. Declines in important sectors such as construction, retail trade and manufacturing demonstrated the impact of cautious consumer spending and decreased business investment.

JOBS AND BUSINESSES

Economic Indicator	2022	2023	2024	2025
Total Employment ¹	17,204	17,748	17,664	17,710
Number of Businesses Operating ²	2,789	2,937	3,177	3,286
Unemployment Rate ³	5.0%	6.0%	7.1%	7.4%

CONSTRUCTION



\$22,071,383
total
construction
value⁴

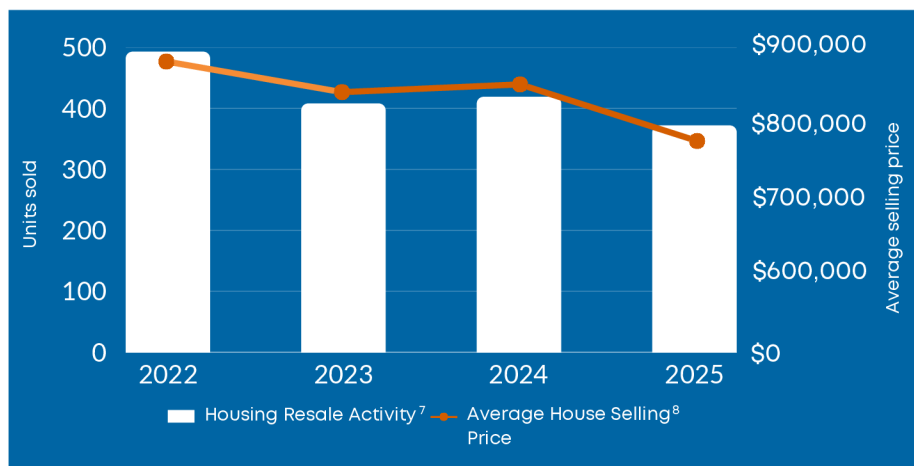


\$8,282,645
residential⁵



\$13,788,692
industrial,
commercial,
institutional⁶

HOUSING RESALE ACTIVITY BY AVERAGE SELLING PRICE



Sources: 1-2, 9. OMAFRA Analyst Data Lightcast 2026.1, employees and self-employed. | 3. Statistics Canada. Table 14-10-0387-01 Labour force characteristics, three-month moving average, Kitchener-Waterloo-Barrie, unadjusted for seasonality, last five months. | 4-6. Town of Orangeville Building Department. | 7-8. Market Watch, Toronto Real Estate Board, December 2022, 2023, 2024, 2025.

JOBS IN SELECT SECTORS

Sector ⁹	2024	2025	Change
Health care and social assistance	2,892	2,905	14
Retail trade	2,722	2,688	-34
Accommodation and food service	1,903	1,886	-17
Manufacturing	1,759	1,741	-18
Construction	1,433	1,316	-117
Educational services	1,275	1,282	7
Professional, scientific and technical services	736	743	7
Finance and insurance	668	654	-14
Real estate, rental and leasing	486	478	-8
Transportation and warehousing	344	348	4
Arts, entertainment and recreation	251	282	31
Information and cultural industries	126	146	19
Total jobs (all sectors)	17,664	17,710	46

Connecting, building and enhancing Orangeville



Data Cable
45th anniversary

A NEW STRATEGY FOR ECONOMIC DEVELOPMENT AND CULTURE

2025 marked the first year of implementing Orangeville's five-year Economic Development and Culture (EDC) Strategy. Throughout the year, the EDC team advanced the strategy's three priority areas: building a resilient business community, supporting small business, and fostering tourism and culture – with a particular focus on building connections and strengthening relationships. A new Business Connections form was launched to gather input and information from business owners. Milestone celebrations were supported with Love, Orangeville ribbon and ceremonial scissors to recognize local business achievements. Outreach efforts included targeted business tours and visits, with a particular focus on the tourism sector. All projects and initiatives were completed with the goal of positioning Orangeville as a community of choice for business investment, retention and growth.

EVENTS AND CONNECTIONS

Orangeville & Area Job Fair

October 2
27 employers
430+ job seekers

Business at Breakfast

November 5
140+ attendees

Milestone celebrations

18 grand openings
11 anniversaries
1 open house

Business connections

6 tours
9 meetings
100+ tourism connections

COMMUNICATION AND ENGAGEMENT



e-Newsletter Recipients

Business Connections
50.2% | **2025: 1,904**
open rate | 2024: 2,037



OrangevilleBusiness.ca

Monthly Pageviews (avg)
25.3% | **2025: 2,480**
increase | 2024: 1,980



Social Media

Facebook Followers
11% | **2025: 1,873**
increase | 2024: 1,692

Monthly Users (avg)
49.5% | **2025: 1,429**
increase | 2024: 956

PROJECTS AND INITIATIVES

- A Memo of Understanding (MOU) between the Town and the Orangeville Business Improvement Area (OBIA) was developed to define the collaborative roles and responsibilities of the two parties. The MOU enhances the efficiency and transparency of the relationship and recognizes the mutual commitment to maintain a successful and vibrant downtown area in Orangeville.
- Implementation of the Community Improvement Plan (CIP) continued, managed by the Planning division with promotional support by the EDC division. In 2025, the second full year of CIP program operations, seven grant applications were approved, with the majority being for façade improvement projects in the downtown area. Combined, these grants totaled \$83,187 and supported over \$395,000 in eligible costs estimated for approved projects. This is consistent with 2024, in which nine program grants were awarded totaling \$87,822 in committed funding for eligible improvement projects.
- The potential local impacts of U.S. tariffs continued to be monitored closely. Staff collaborated with Dufferin County to support the local business community and workforce.



Fostering tourism and culture



Love, Orangeville campaign installation at Town Hall

Guided by the Tourism Strategy and Action Plan, tourism initiatives focused on enhancing visitor experiences, strengthening partnerships, and increasing awareness of the Love, Orangeville brand. Investments in placemaking, marketing, visitor services, and content creation helped support local tourism businesses and promote Orangeville as a welcoming destination for residents and visitors alike.

COMMUNICATION AND ENGAGEMENT

 LoveOrangeville.ca Monthly Pageviews (avg) 0.8% 2025: 9,731 decrease 2024: 9,811 Monthly Users (avg) 15.7% 2025: 4,781 increase 2024: 4,131	 Monthly e-Newsletter Recipients 1.9% 2025: 1,712 increase 2024: 1,679 Engagement 57.9% open rate	 Social Media Facebook Followers 18.8% 2025: 1,731 increase 2024: 1,457 Instagram Followers 31.5% 2025: 3,309 increase 2024: 2,516
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PROJECTS AND INITIATIVES

- The annual local awareness campaign in February promoted the Love, Orangeville tourism brand and website and included a branded LOVE installation at Town Hall.
- Targeted outreach to local tourism businesses helped to increase awareness and engagement with the tourism tools and resources available on LoveOrangeville.ca.
- In May, visitor information services opened in both library branches and two self-service areas were installed at Alder Recreation Centre and Town Hall. The initiative was supported through a successful Central Counties Tourism Partner Funding application, which secured \$7,500 toward the project.
- Tourism signage enhancements included updates to four directory maps, installation of directional signage to visitor information at the Mill Street Library, and replacement of the digital tourism sign header located at 200 Lakeview Court.
- The popular digital sign located at 200 Lakeview Court helped to promote 63 community events.
- More than 560 Love, Orangeville tote bags, containing visitor information and local guides were distributed through local accommodators during major events and tournaments.
- Staff continued to promote Orangeville on a regional level by supporting Dufferin County and Central Counties Tourism initiatives.
- Investment in tourism marketing included content creation highlighting local businesses and itinerary ideas, as well as advertising and billboard placements through Canada Travel Magazine.
- Four new utility box art installations were completed, bringing the collection to 38 locations across Orangeville, including 3 new installations sponsored by Orangeville Hydro.



Artist Kristina Proskurina at new installation

Supporting small business



The Orangeville and Area Small Business Enterprise Centre (SBEC) continued to offer free and confidential guidance tailored to the needs of local small businesses. Services supported businesses at every stage - start up, expansion and transition - and included:

- Personalized business consultations
- Business plan reviews
- Business registration assistance
- Monthly workshops and events
- Guidance on licenses, permits and regulations
- Connections to partner resources and programs
- Mentoring and networking opportunities
- Satellite services in Shelburne

With more clients asking for advice about business transitions, the SBEC expanded its services to include succession planning support. Staff earned Certified Exit Planning Advisor credentials in 2024, allowing the SBEC to consult with nine business owners looking to sell their small businesses in 2025.

PROGRAMS



Starter Company Plus

10 participants
\$38,000 in grants,
9 recipients



Summer Company

5 participants
\$15,000 in grants,
5 recipients



Forum Program

Monthly meetings
two groups,
9 participants

Businesses (left to right): JD Home Solutions, Owen Armbruster Videography and Plant.ed Cafe

CONNECTIONS AND IMPACT

General inquiries

5,157

Business consultations

464

Businesses started

89

Businesses expanded

16

Businesses sustained

80

Jobs created

245

PARTNERS

The SBEC program is funded in partnership with the Government of Ontario, Town of Orangeville, County of Dufferin, Town of Shelburne and Community Futures South Georgian Bay.

EVENTS

Small Business Workshops

Eleven free workshops, with over 150 registrants, covered a variety of relevant topics and were led by local professionals. The in-person format also provided valuable networking opportunities.

Small Business Week

In October, a proclamation and SBEC open house recognized the impact of small businesses in our community and showcased SBEC services.

Small Business Showcase

In November, six local entrepreneurs participated in a tradeshow-style addition to the Town of Orangeville's Business at Breakfast event.